



# **Why Mimaki UV Flatbed Printers Are the Only Choice for Operational Excellence**

**Savings Surpassing the Investment**





# Table Of Contents

- 05** Engineering
- 06** Technology
- 08** Software
- 10** Partnership
- 11** Key Takeaways & Investment Considerations

## Selecting an industrial flatbed printing solution may be different than your other purchases, like a car or a smartphone.

The manufacturers aren't as well-known as Toyota or Apple and it's unlikely that you have an extensive background of knowledge on the available brands to make an informed decision.

A smart buyer wouldn't risk purchasing an expensive smartphone or a car from a manufacturer that they knew nothing about, but we see this all the time with industrial flatbed printers. Business owners and managers make quick decisions which cause unnecessary mistakes that end up costing tens of thousands of dollars, just because they didn't do their homework.

**Determining what makes a great flatbed inkjet printer should be step one in the buyer's journey.** So what makes one brand better than the other? Is it the bed size? Print speed? Initial investment cost? For many buyers, these characteristics are often the only ones considered during the evaluation and purchase but there's so much more to think about, like:

- ✓ Production Scalability
- ✓ The Manufacturer's Size, Experience and History
- ✓ Specifications That Increase Uptime and Decrease Total Cost of Ownership
- ✓ The Partner You Choose to Develop and Deploy Your Flatbed Printing Solution





It's crucial to know that not all manufacturers create their printers equally. Pricing fluctuates from brand to brand, but each seem to boast similar features and are applicable to the same types of materials. So how can one brand have a higher price tag than the others?

## Because this is what you're really paying for, or what you **SHOULD** be paying for:



**Engineering  
Craftsmanship**



**Innovative  
Technology**



**Software  
Quality**



**Support from a  
trusted partner**

With a **Mimaki UV flatbed printer**, the return you'll receive from the reliability and functionality will end up saving you money – and a ton of headaches – in the long run. This eBook will go into detail about Mimaki's unique features and break down the potential costs of going with a piece of equipment from a lesser brand.



# Engineering

## There's So Much Happening Behind the Scenes

How the equipment is crafted, from the overall functionality right down to the minor details, is going to determine quality and reliability not just on day one, but for the entire lifecycle of the printer. Inferior engineering might drive down the cost of a machine, but the production quality will suffer and that means so will your printing plans.

### Industry Expertise

The engineering staff behind Mimaki is massive. It's so large, in fact, that the research and development and engineering staff out-numbers the entire company size of many of their competitors. These engineers are highly-trained pioneers in their field, working endlessly to develop, troubleshoot and perfect their products to

ensure trouble-free functionality that guarantees top quality results. And these engineers must be on to something, considering Mimaki is on its 5th generation of printers. This robust production quality has withstood evolution in the industry to produce a family of machines that not only complement each other, but integrate seamlessly into your operations.

So, the engineering difference between a Mimaki printer and a competitor that may be 5-20% less expensive is this: **which one will you rely on for critical production?** You may potentially save money on the initial purchase, but the downtime, service and repair, wasted substrates and potential loss of business will very quickly overshadow the initial purchase.

| Engineering Features                 | Mimaki | Others |
|--------------------------------------|--------|--------|
| Proven Reliability                   | ✓      | ⊗      |
| Long Lifespan                        | ✓      | ⊗      |
| Backed by Innovative Engineers       | ✓      | ⊗      |
| 5 Generations of UV-Flatbed Printers | ✓      | ⊗      |

# Technology

## Intelligent Design Meets Innovative Details

Mimaki's UV flatbeds go beyond conventional, offering the latest technology for streamlined applications, user-friendly processes and autonomous job completion. Your Mimaki printer is like having an additional reliable employee on staff; there's no babysitting required to make sure jobs are completed successfully, freeing up employees' time to work on other tasks.

### Nozzle Recovery System

A malfunctioning nozzle can kill a print job. Banding happens, which results in an extremely low quality end product and requires you to redo the product from the beginning.

Mimaki's automatic nozzle checker monitors performance with a sensor that detects missing ink dots. Should a nozzle be faulty, the machine will stop to perform a cleaning and make sure it's fixed. If the issue isn't resolved, the print job will resume without the problem nozzle in play. Plus, all of this will happen without you even needing to be in the room.

### Image Quality Control

Taking banding reduction and uneven colorization to the next level is Mimaki's Advanced Pass System (MAPS), which ensures precise ink quality by printing in a gradient-like tone and dispersing ink drops between passes.



**Normal Pattern**



**MAPS**

## Automatic Gap Sensing

Say your material is on the flatbed and mid-print it starts sticking up, which offsets the placement and causes a jam. This can halt production, have a detrimental impact on the end product and waste your printing resources including the ink and expensive materials.

Mimaki's machines are equipped with sensors that can detect the height of the bed and raise it as necessary, or they can stop the bed from moving and alert you to check on the issue. Other brands cut costs by manufacturing manually adjusted printer heads, leaving the responsibility completely on you to constantly monitor the equipment.

## Ink Quality

Mimaki abides by firm restrictions regarding the substances that should and shouldn't be included in their ink formulas. The end results are chemical compounds that are completely safe for humans. Mimaki's inks are even used to print on popular children's toys, solidifying a trusted name in the industry for printing on nearly anything.

The ink is cured with an LED lamp, which makes the printing process quieter and also brings the machine's overall temperature down. This helps to not disturb other operations in your facility and can make for a more comfortable work environment.



| Technology Features                  | Mimaki | Others |
|--------------------------------------|--------|--------|
| Constant Nozzle Checking & Repairing | ✓      | ⊗      |
| Banding Reduction System             | ✓      | ⊗      |
| Automatic Gap Sensing                | ✓      | ⊗      |
| High Quality, Human-Friendly Inks    | ✓      | ⊗      |



# Software

## Exceptional Production Without Complication

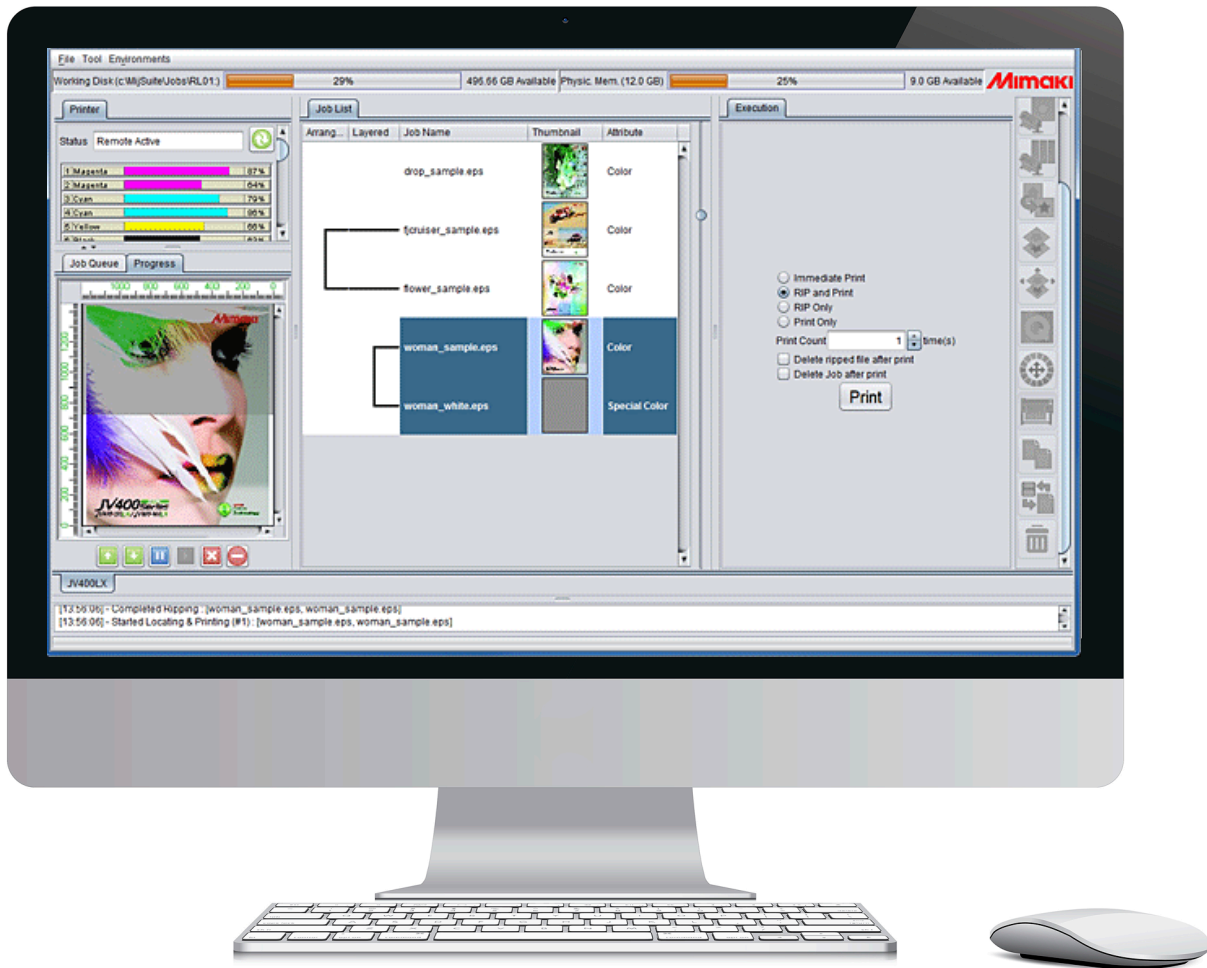
A reliable Raster Image Processor (RIP) software is a must-have for industrial wide format printing – which is why Mimaki's RasterLink6 RIP software is included with every UV flatbed and works the same across their family of printers.

### Mimaki's RasterLink6 RIP software includes:



- PANTONE®+ Color Libraries
- FOTOBA Cut Mark Generation
- Multiple Layer Print Controls
- Automated Special Plate Creation
  - ✓ White
  - ✓ Clear
  - ✓ Primer
- Full Layout Control
- Powerful Jig & Template Tools
- Create & Save Complex Print Layouts
  - ✓ Minimizes Waste and Misprints
- 16 Bit Rendering
- Full Tiling Control
- Automatic Update Tool
- RasterLinkTools Cut & Print Plug-in for Adobe® Illustrator® & CorelDRAW®
  - ✓ Create Cut Contour Lines
  - ✓ Send Files from Design to Program





## Other brands create programs designed without the user's convenience in mind.

And if you choose to purchase third party software, you'll be paying an extra few thousand dollars for something that should have been included with your printer in the first place.

| Software Features                                  | Mimaki | Others |
|----------------------------------------------------|--------|--------|
| Integrates with Streamline Workflow Automation S/W | ✓      | ⊗      |
| User-Friendly Functionality                        | ✓      | ⊗      |
| Compatible with Other Mimaki Printer Platforms     | ✓      | ⊗      |

# Partnership

## Ongoing Support, Even After the Check Clears

A UV flatbed printer – regardless of the brand – is an investment that will take consideration before purchasing. Since you're spending a large sum of money on a product you hope provides an impressive ROI, why wouldn't you select a partner in the process as opposed to just buying the machine from the first dealer you find?

Unlike buying a car and taking it for maintenance anywhere, an industrial printer needs to be serviced by the company where it was purchased. That means that if you buy from the wrong company and something happens with your machine, you'll be out of luck when they don't return your phone calls or tell you the printer isn't working because "you use it too much."

Plus, not everyone has a general familiarity with industrial printers, which can make

it intimidating when you're first getting started. Ongoing training and support is not likely to be included in the purchase of a cheaper brand, which means learning how to use the machine will be completely up to you.

### The Trusted Mimaki Partner

The ITNH team meticulously selects the brands and models of equipment we offer to ensure our customers that the engineering, technology and software are reliable, easy to use and capable of producing graphics of the highest quality.

**We believe Mimaki's products are all of that and more.** But the ultimate success of your printing operations will only be as good as the printing partner you select. That's why we're always working to be the best, most knowledgeable resource for our customers.

| Partnership Features         | Mimaki | Others |
|------------------------------|--------|--------|
| Startup Training             | ✓      | ⊗      |
| Ongoing Support              | ✓      | ⊗      |
| Optional Extended Warranties | ✓      | ⊗      |

## Key Takeaways & Investment Considerations

### Mimaki Features Recap

| Overall Features                     | Mimaki | Others |
|--------------------------------------|--------|--------|
| Scalability                          | ✓      | ⊗      |
| Ease of Use                          | ✓      | ⊗      |
| High Quality Outputs                 | ✓      | ⊗      |
| Ongoing Training & Support           | ✓      | ⊗      |
| Autonomous Job Completion            | ✓      | ⊗      |
| Included RIP Software                | ✓      | ⊗      |
| Constant Nozzle Checking & Repairing | ✓      | ⊗      |
| Banding Reduction System             | ✓      | ⊗      |
| Automatic Gap Sensing                | ✓      | ⊗      |
| High-Quality, Human-Friendly Inks    | ✓      | ⊗      |
| Long Lifespan                        | ✓      | ⊗      |
| Backed by Innovative Engineers       | ✓      | ⊗      |
| 5 Generations of Printers            | ✓      | ⊗      |
| Trusted Partnership with ITNH        | ✓      | ⊗      |



#### The Other Brand

Consider These Unexpected Costs

- Service and Repairs
- Lost Business
- Wasted Resources (ink, substrates, etc.)
- Constant Operation and Monitoring by Employees
- Purchasing Third Party Software
- Machine Downtime
- Learning the Equipment on Your Own





## **You're about to make a huge purchase for your business.**

And it's probably one that you're not likely to want to do again in the near future. So instead of just buying the printer with the lowest price tag, invest in a trustworthy partner that will outlast the competition and you'll really see the value in your purchase.

If you're curious about how else Mimaki compares to the competition, let us know! We want to hear about your experience with other brands and help you explore the different types of Mimaki models available.



**ITNH.com/Mimaki**

**603.239.2324**